



Betterfly Tourism

Sector: Tourism and Hospitality

Region: Based in France, operates in France, Morocco and Seychelles

Betterfly Tourism is a consulting firm that offers a portfolio of sustainability solutions and software adapted to tourism operators.

Betterfly Tourism's sustainability claim is an environmental footprint of hotels that consists of measuring and communicating the environmental impacts of a guest's over-night stay based on a life cycle approach.

The footprint is communicated through a ranking label available on the website of each hotel and at their front desks. The calculation rules of the environmental footprint have been defined by the Ministry for Ecological and Solidary Transition of France and stakeholders including the French Environment and Energy Management Agency (ADEME), hotels and consumer associations.

The footprint label (see the example) communicates to consumers:

- A blue planet picture with a ranking related to the overall environmental impact of the hotel. The range A/B/C/D/E shows the relative ranking of the hotel.
- Assessment of the performance of the hotel against four indicators: global warming (CO₂ emissions), water consumption, non-renewable resources consumption, and percentage of eco-certified and organic products available at the hotel (e.g. for breakfast meals or toiletries)
- A section that explains the commitment of the hotel
- The logo of the partners involved in the project



L'impact environnemental d'une nuitée à l'Hôtel Amiral est calculé à partir des consommations d'énergie, d'eau, et des consommables utilisés dans l'établissement sur une année.

Les points forts de l'Hôtel Amiral :

- Une consommation d'eau modérée : 134L d'eau/personne
- Optimisation des systèmes de chauffage et climatisation
- Suivi des consommations de gaz, électricité et eau en temps réel avec le logiciel Fluida
- Des produits d'accueil proposés en chambre 100% écolabellisés
- La suppression des emballages individuels et la valorisation des produits locaux et/ou biologiques sur le buffet du petit déjeuner
- Une équipe fière de cet engagement, qui s'investit au quotidien pour la réussite de ce développement vertueux.

L'Hôtel Amiral souhaite renforcer ses actions :

- sur le textile en proposant aux clients des serviettes microfibrées générant moins d'impacts sur l'environnement, de la fabrication à la fin de vie
- sur le buffet petit déjeuner en augmentant la part de produits d'agriculture biologique

Ce projet s'inscrit dans le projet national de l'affichage environnemental des hôtels, avec le soutien des partenaires suivants :



Example of a footprint label available on the website of each hotel.

Mindset

Life Cycle Thinking: Betterfly Tourism assesses hotel accommodation against life cycle impacts related to four impact indicators: global warming (CO₂ emissions), water consumption, non-renewable resources consumption and percentage of eco-certified and organic products.

Hotspots Analysis Approach: The methodology is based on a hotspots analysis for the accommodation industry. Some aspects that are not considered as relevant were excluded, such as the construction of the building. The exclusions were made by analysing the hotspots.

Mainstreaming Sustainability: Betterfly Tourism does not currently actively encourage the hotels to mainstream sustainability beyond the four environmental issues that the claim covers. However, through highlighting specific environmental impacts, hotels can maintain and/or improve their services' performance over time and to apply this logic to other impact areas and eventually mainstream sustainability in the entire organization and its value chain. The footprint is conducted annually so that the hotels can measure year-on-year progress.

Principle 1: Reliability

Energy, water, food, chemicals, amenities, textiles, appliance production and transportation of goods have been measured to develop the methodology and define hotspots. The footprint measurement uses the ADEME base Impact®, such as materials and elementary flows database, which is the official database of the French government



for environmental labelling of consumer goods. The assessed aspects according to the 4 indicators are the basis of the sustainability claim.

The methodology, data collection, and data analyses have been elaborated based on a scientific approach.



Principle 2: Relevance

The environmental indicators (i.e. global warming (CO₂ emissions), water consumption, non-renewable resources consumption, and percentage of eco-certified and organic products) have been chosen related to the most relevant environmental impacts of the accommodation industry, based on a hotspots analysis.



The assessed indicators are communicated as basis of the sustainability claim. However, considering the challenge in assessing and measuring some of the impacts identified on the hotspot analysis (specifically the impact on the natural local environment and biodiversity), Betterfly Tourism decided to use the indicator 'percentage of organic and eco-certified products available at the hotel' to partially address the impact on natural local environment and biodiversity.

Principle 3: Clarity

It is clear from the visual identity of the sustainability claim that it refers to four environmental impact areas, and how well the hotel performs against each of them. The range A/B/C/D/E shows the relative ranking of the hotel. The text on the label specifies the environmental policy of the hotel.



The information (visual and text-based) provided to the consumers is explicit and easy to understand. The limits of the sustainability claim are clearly stated since only the assessed indicators are communicated. Betterfly Tourism is developing a dedicated website to deliver complementary information on the methodology of the environmental footprint and the official list of hotels that have been certified.



This is an example of the footprint label of the hotel 'Les Calanques' in Corsica, France. This information is often communicated to guests through a sign on the door of the hotel room, or a brochure available at the reception.

Principle 4: Transparency

It is clear how and by whom the environmental footprint was developed; and who are the actors who provide the evidence behind the claim. Going forward, the dedicated website will improve the transparency and make it easy for consumers to trace how the sustainability claim was generated.



The methodology is public and published on the ADEME website. The logos of all partners involved are available on the footprint environmental label.

Principle 5: Accessibility

The claim is clearly visible to the consumers and easily accessible on the website of each hotel, at their front desks, and soon on an online travel agency website. Considering this is a voluntary system, if the ranking is not as desired, the hotel can opt not to communicate it and aim to improve the performance the following year.



Consumers can easily find the claim and a complementary text explains how the footprint is calculated.

Principle 6: Three Dimensions of Sustainability



Environmental: CO₂ emissions, water consumption, non-renewable resources consumption and percentage of eco-certified and organic products are assessed and communicated by Betterfly Tourism.

Economic: Each hotel receives information on potential savings upon implementation of improved actions and how to optimize costs, but there is no communication on this aspect to consumers.

The environmental dimension is assessed and communicated in this claim.



Principle 7: Behaviour Change and Longer Term Impact



Each hotel can also propose additional communication to engage consumers. Betterfly Tourism plans to test the system with an online travel agency and measure whether consumers prioritize hotels with the footprint label.

Betterfly Tourism has a business-to-business approach and tries to provide a cost assessment along with the environmental assessment to help hotels establish action plans and improve their economic performance, so that they have additional incentives to change their behaviour. Moving forward, behaviour change tracking is planned in partnership with the online travel agency.

Principle 8: Multi-Channel and Innovative Approach



The claim is communicated on the website of each hotel and at their front desks. It will soon be communicated on an online travel agency website. The use of additional communication channels have been studied, such as conferences and exhibitions but these are not being implemented yet.

There is further potential for the footprint label to be communicated through other activities and additional channels.

Principle 9: Collaboration



Betterfly Tourism has considered ISO14040 and the European Ecolabel, Green Key and Green Globe standards to review its criteria. Furthermore, a multi-stakeholder process was conducted in order to develop the methodology behind the footprint score.

Representatives of government, civil society (consumers associations) and the private sector (hotel associations) were involved in the development of the claim.

Principle 10: Comparability



The relative ranking of hotels from A – E on the Betterfly Tourism sustainability claim ultimately aims to help consumers compare participating hotels' performance on the four impact categories. Comparison will be made possible through an online travel agency website, which will become available soon. Consumers will be able to filter according to their preferred ranking choice.

The comparability methodology counts on agreed quantitative benchmarks provided by government agencies and third party stakeholders. This approach helps users of the websites to make informed decisions.



This sign on the Sustainable Development Goals can be placed on the door of hotel rooms giving guests additional information about sustainability in a global context.